

# 1971 Financial and Salary Survey

**by Kyran M. McGrath**  
**American Association of Museums**





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American Association of Museums**

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# Compilation of Statistics

On March 4, 1971, a three-page questionnaire was mailed to each of the institutions within the United States listed in the *1971 Official Museum Directory*. Additional questionnaires were mailed to museums in Canada, and the results from Canadian institutions were kept separate from those in the United States. To protect the identity of all responding institutions the AAM asked that the responses not be signed. Every attempt is made in this report and for future research purposes, to protect the identity of each respondent. The questionnaire was accompanied by a covering letter from James M. Brown, III, President of the American Association of Museums and Director of the Virginia Museum of Fine Arts. The text of this letter from Mr. Brown is printed for the information of the reader.

By April 20, 954 responses to the questionnaire had been received and processed for the purposes of this study. Of the 954 responses, 706 contained sufficient information to use for the compilation of this study. The number of

responses to this questionnaire was very encouraging, especially since 1,163 museums belong to the American Association of Museums as institutional members. While the *Official Museum Directory* contains 5,938 listings of museums in the United States and 681 museums in Canada, most of those entries are either branch museum operations or sites under the administration of other listed museums; many institutions and sites listed do not operate as museums employing full-time staffs.

Dear Director:

All of us know the urgent need for financial information about museum operations. If museums are to receive increased support, more information is needed concerning museum salary levels, operating ratios, attendance, and present sources of funding. Many of our members cannot wait for other organizations to gather this data, so we have elected to survey, early in 1971, the 6,700 institutions listed in the 1971 *Official Museum Directory*.

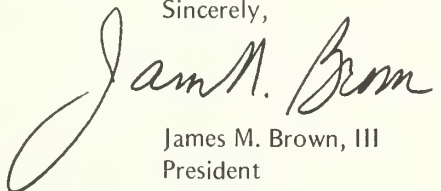
To the best of our ability, we have kept this questionnaire as simple and short as possible, limiting its scope to finance (including attendance and closely related matters). Many museums have already completed the complex questionnaire involved with museum accreditation, and we feel humble in asking them to complete yet another questionnaire. Hopefully, each director will be able to complete this one at his own desk and return it in the enclosed envelope on the same day.

The data gathered will be published for the benefit of the museum profession, and will be used to generate more support for museums from foundations, corporations, and governmental sources. *Please do not sign the completed form;* we are seeking the information about museums, not the identity of any particular museum. Be assured that the information you furnish will be treated only as statistical data, and no attempt will be made to identify any specific institution through the answers furnished. To assure confidentiality, I repeat again: **PLEASE DO NOT SIGN THIS QUESTIONNAIRE.** Merely complete it and return it in the enclosed envelope to:

1071 FINANCIAL SURVEY AAM  
2233 Wisconsin Avenue, N.W.  
Washington, D.C. 20007

Thank you for your cooperation. Your promptness and accurate answers will enable us to publish this information in time for the 1971 AAM Annual Meeting in Denver, June 1-5.

Sincerely,

A handwritten signature in dark ink, reading "James M. Brown, III". The signature is fluid and cursive, with a large, sweeping initial "J" and a distinct "III" at the end.

James M. Brown, III  
President

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## Results of the 1971 Salary Survey

For the 1971 museum salary statistics, only full-time salaries above the level of \$3,000 were used in this report. Some of the replies indicated salaries below this figure, but the services expected were part time or supplemented by social security payments or other income unidentifiable through the information submitted. For this reason, the salary results reported here list the number of responses for each category of answers supplied. For example, the salaries reported for directors of history museums contain 112 responses, and the salary ranges are taken from those 112 responses. Of museums reporting an annual operating budget of \$100,001 — \$250,000, 76 directors' salaries were listed and the salary ranges reported in this category are limited to those 76 responses.

Salaries are listed according to various categories:

1. Salaries according to museum discipline (includes all regions and all sizes of museums)
  - a. art
  - b. history
  - c. science
  - d. history/science
  - e. art/history
  - f. art/science
  - g. art/history/science
2. Salaries according to size of the museum operating budget (includes all regions and all disciplines)
  - a. \$0 — \$15,000
  - b. \$15,001 — \$30,000
  - c. \$30,001 — \$50,000
  - d. \$50,001 — \$100,000
  - e. \$100,001 — \$250,000
  - f. \$250,001 — \$500,000
  - g. \$500,001 — \$1,000,000
  - h. Over \$1,000,000



3. Salaries listed according to geographic location (each of the six AAM regions; includes all disciplines and sizes)

- a. New England Regional Conference
- b. Northeast Regional Conference
- c. Midwest Regional Conference
- d. Mountain-Plains Regional Conference
- e. Western Regional Conference
- f. Southeast Regional Conference

**For each salary table in this report, eight positions are listed:**

- 1. Director — the highest paid executive reported in the questionnaire.
- 2. Deputy Director — the second highest paid executive reported in the questionnaire, with administrative duties (as opposed to straight curatorial or other duties within the museum)
- 3. Business Officer
- 4. Curator
- 5. Assistant Curator
- 6. Conservator
- 7. Preparator
- 8. Administrative Secretary

Each position listed is reported at full-time compensation. No attempt was made to report a proportional increase from a part-time position to a full-time salary level.

The American Association of Museums receives many requests for salary ranges for various positions of museum employment. These requests come from museum directors as well as chairmen of the museum boards of trustees. We want people concerned with the levels of museum salaries to have information of the total range of salaries for the various positions, types, sizes and geographic locations of museums.

**The following method has been used for reporting salaries:**

1. Actual Low Salary (no salary below the level of \$3,000 is listed in this report);
2. 75% Earned Above This Level (this in effect is the lowest 25 percentile of salaries listed in the responses for a particular position according to the categories cited);
3. Median (average salary);
4. 25% Earned Above This Level (this in effect is the highest 25 percentile of salaries listed in the responses for a particular position according to the categories cited);
5. Actual High Salary.

This method of reporting should enable persons concerned with the level of museum salaries to equate a particular salary for any type, size and location of museum in the United States.

When using these figures for comparison purposes with present-day levels, remember that the salary figures reported were those salaries in effect during March and April, 1971. Regarding the major categories according to size of annual operating budget, the annual operating budgets reported were those for 1970 (in almost every instance, museums could not project the actual size of operations for 1971 as early as April). In order to provide

a consistency throughout the listings of the portion of the report, annual 1970 operating-budget totals were reported against 1971 actual salary levels.

To be accurate in appraising the comparative salary level of a particular position according to the current size of annual operating budget, apply the appropriate current budget level published in this report and add approximately 6% for cost-of-living increase for the preceding year.

Through an annual AAM Financial and Salary Survey, we hope to provide a cumulative data base for comparative and actual salary level research which will enable the museum profession to obtain salaries competitive with other professional positions. Annual statistics will also enable the reader to determine the ability of museums to provide salaries adequate to meet increases in the cost of living.





# **Museum Salaries according to Museum Discipline**

# Art

Museum salaries reported in the category of “Art” are those listing only “Art” as the type of museum responding.

Approximately one-quarter of the museums in the United States are art museums. However, when the criterion of at least one full-time salary is applied to the total number of museums in the United States, almost one-third of the resulting total are art museums. A separate category listing art museums according to size of annual operating budget is not published within this report; nor is a separate category listing art museums according to geographic location (AAM Region). This omission is intentional: We did not want to risk the identity of any particular art museum position and its salary level.

Salaries listed include only those stated in the responses in dollar figures, and do not attempt to evaluate any fringe benefits which may have been listed.

Art

Salary By Museum Interest  
(All Regions, All Sizes)

Table 1

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	96	\$5,000	\$10,300	\$15,912	\$18,500	\$40,000
Deputy Director <sup>2</sup>	42	\$3,000	\$ 6,800	\$10,248	\$14,400	\$21,500
Business Officer	28	\$4,800	\$ 7,600	\$12,019	\$15,000	\$22,500
Curator	56	\$5,000	\$ 9,100	\$ 9,271	\$12,600	\$19,000
Assistant Curator	30	\$4,700	\$ 6,000	\$ 8,669	\$10,400	\$15,000
Conservator	13	\$5,600	\$ 8,000	\$11,907	\$16,000	\$23,200
Preparator	10	\$4,000	\$ 6,000	\$ 6,640	\$ 8,000	\$ 8,700
Admin. Secretary	75	\$3,600	\$ 5,000	\$ 6,236	\$ 7,200	\$18,900

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

# History

Museum salaries reported in the category of “History” are for full-time salaries only. Slightly more than one-half of the institutions identified in the *1971 Official Museum Directory* are history museums. When the criterion of providing at least one full-time salaried position is applied, history museums constitute slightly more than one-third of the total. Most of the branch or satellite museum operations which are multiple institutions administered by one agency are in the history museum field.

Salaries listed include only those stated in the responses in dollar figures and do not attempt to evaluate any fringe benefits which may have been listed.



History

Salary By Museum Interest  
(All Regions, All Sizes)

Table 2

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	112	\$3,100	\$7,200	\$12,322	\$14,400	\$30,000
Deputy Director <sup>2</sup>	32	\$4,600	\$7,200	\$10,809	\$14,000	\$24,000
Business Officer	21	\$3,900	\$7,200	\$ 8,851	\$11,000	\$14,200
Curator	32	\$4,000	\$7,500	\$12,672	\$12,000	\$13,500
Assistant Curator	17	\$4,000	\$5,800	\$ 7,411	\$ 9,000	\$11,900
Conservator	1			\$ 9,500		
Preparator	9	\$5,000	\$6,500	\$ 7,132	\$ 7,800	\$10,000
Admin. Secretary	87	\$3,000	\$5,300	\$ 5,871	\$ 7,000	\$ 9,500

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

## Science

Of the total number of museums in the United States, science museums comprise one-third of the total. Almost all of these institutions maintain at least one full-time salaried position. On the average, salary levels among science museums are higher than art and history institutions. This may be attributed to the competition of universities and other scientific professions which force science museums to be fully competitive in salaries offered. This category includes planetaria, zoos, botanical gardens, aquaria, natural history, technological and other scientifically-oriented museums.

Salaries listed include only those stated in the responses in dollar figures and do not attempt to evaluate any fringe benefits which may have been listed.

Science

Salary By Museum Interest  
(All Regions, All Sizes)

Table 3

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	85	\$7,200	\$11,400	\$16,990	\$20,000	\$45,000
Deputy Director <sup>2</sup>	40	\$5,200	\$ 8,800	\$12,210	\$13,000	\$25,900
Business Officer	27	\$5,200	\$ 8,000	\$11,261	\$13,600	\$21,000
Curator	56	\$5,200	\$ 8,500	\$11,594	\$13,600	\$23,000
Assistant Curator	36	\$4,400	\$ 7,000	\$ 8,389	\$11,000	\$15,000
Conservator	10	\$6,000	\$ 8,000	\$10,410	\$10,100	\$23,200
Preparator	12	\$4,500	\$ 6,100	\$ 6,733	\$ 7,500	\$ 8,400
Admin. Secretary	56	\$3,600	\$ 5,800	\$ 6,385	\$ 7,700	\$14,000

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

## History/ Science

Only museums reporting both “History” and “Science” as their major interests are listed in this category. These do not duplicate any of those institutions under only the “History” or “Science” categories in this survey. Neither do the “History” or “Science” categories listed previously contain data included in the response from museums listing “History” and “Science” as their major museum interest. Because a number of museums in the United States include both “History” and “Science” in their stated purpose, we list this dual interest as a separate category. Many children’s museums in the United States are reported within this category.

Salaries listed include only those stated in dollar figures and do not attempt to evaluate any fringe benefits which may have been listed.

# History/Science

## Salary According to Museum Interest (All Regions, All Sizes)

Table 4

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	31	\$6,300	\$ 9,200	\$15,393	\$18,200	\$30,000
Deputy Director <sup>2</sup>	12	\$5,400	\$ 7,000	\$11,608	\$15,000	\$23,000
Business Officer	7	\$5,800	\$ 6,800	\$ 8,139	\$ 9,000	\$13,300
Curator	23	\$5,400	\$ 7,400	\$11,215	\$14,000	\$24,900
Assistant Curator	14	\$4,400	\$ 5,800	\$ 8,685	\$ 9,000	\$19,000
Conservator	6	\$6,800	\$ 9,700	\$11,462	\$14,000	\$15,100
Preparator	4	\$4,000	\$ 6,450	\$ 6,600	\$ 7,850	\$ 8,000
Admin. Secretary	20	\$4,000	\$ 5,200	\$ 6,770	\$ 8,200	\$10,000

<sup>1</sup> Includes position of director or highest paid-executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

## Art/History

Only museums reporting both “Art” and “History” as their major museum interest are listed in this category. These do not duplicate any of those institutions under either “Art” or “History” categories in this survey. Neither do the “Art” or “History” categories listed previously contain data included in the response from museums listing “Art” and “History” as their major museum interest. Because a number of museums in the United States include both “Art” and “History” in their stated purpose, we list this dual interest as a separate category.

Salaries listed include only those stated in dollar figures and do not attempt to evaluate any fringe benefits which may have been listed.

Art/History

Salary By Museum Interest  
(All Regions, All Sizes)

Table 5

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	16	\$ 3,600	\$8,000	\$11,506	\$13,500	\$25,000
Deputy Director <sup>2</sup>	4	\$ 5,200	\$8,750	\$11,125	\$13,950	\$16,500
Business Officer	4	\$ 7,200	\$8,450	\$ 9,925	\$ 9,950	\$14,000
Curator	7	\$ 6,000	\$6,200	\$ 8,225	\$ 9,950	\$10,000
Assistant Curator	6	\$ 5,000	\$5,600	\$ 6,544	\$ 6,900	\$ 9,000
Conservator	2	\$12,000		\$12,500		\$13,000
Preparator						
Admin. Secretary	8	\$ 4,000	\$4,200	\$ 5,063	\$ 5,450	\$ 6,000

<sup>1</sup>Includes position of director or highest paid executive (full-time)  
<sup>2</sup>Includes assistant director or second highest paid executive (full-time)

## Art/ Science

Only museums reporting both “Art” and “Science” as their major museum interest are listed in this category. These do not duplicate any of those institutions under either “Art” or “Science” categories in this survey. Neither do the “Art” or “Science” categories listed previously contain data included in this response from museums listing “Art” and “Science” as their major museum interest. While there are a few museums with “Art” and “Science” as their stated purpose, the category is sufficiently valid for a separate listing in this report. Many children’s museums are reported within this category.

Salaries listed include only those stated in dollar figures and do not attempt to evaluate any fringe benefits which may have been listed.



Art/Science

Salary By Museum Interest  
(All Regions, All Sizes)

Table 6

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	11	\$10,500	\$11,800	\$16,198	\$20,000	\$32,000
Deputy Director <sup>2</sup>	6	\$ 4,200	\$ 7,000	\$11,483	\$13,200	\$27,000
Business Officer	3	\$ 5,600		\$14,289		\$25,000
Curator	5	\$ 6,600	\$ 8,600	\$11,100	\$12,000	\$17,500
Assistant Curator	4	\$ 6,000	\$ 7,550	\$ 8,925	\$ 8,950	\$13,100
Conservator	2	\$ 6,900		\$ 9,950		\$13,000
Preparator						
Admin. Secretary	6	\$ 3,600	\$ 4,400	\$ 5,483	\$ 6,000	\$ 6,900

<sup>1</sup> Includes position of director or highest paid executive (full-time)  
<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

## Art/ History/ Science

Museums listing all three major museum disciplines (Art/History/Science) as specific purposes are included in this listing. These museums are otherwise known as general museums, and there are a number of them throughout the country. These do not duplicate any of those institutions under the “Art,” “History” or “Science” categories in this survey. Nor do the “Art,” “History,” and “Science” categories listed previously contain data included in the response from museums listing “Art,” “History” and “Science” as their major museum interest. Many children’s museums are reported in this listing.

Salaries listed include only those stated in dollar figures and do not attempt to evaluate any fringe benefits which may have been included.

Art/  
History/  
Science

Salary By Museum Interest  
(All Regions, All Sizes)

Table 7

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	23	\$3,500	\$9,500	\$13,423	\$17,200	\$35,500
Deputy Director <sup>2</sup>	8	\$6,000	\$7,250	\$12,388	\$12,950	\$33,700
Business Officer	5	\$7,500	\$8,300	\$11,660	\$12,000	\$21,600
Curator	11	\$4,800	\$6,000	\$10,480	\$15,100	\$25,000
Assistant Curator	6	\$6,000	\$6,300	\$ 9,317	\$13,000	\$15,600
Conservator	2	\$9,700		\$15,650		\$21,600
Preparator						
Admin. Secretary	15	\$3,100	\$4,300	\$ 5,346	\$ 6,200	\$ 9,900

<sup>1</sup>Includes position of director or highest paid executive (full-time)

<sup>2</sup>Includes assistant director or second highest paid executive (full-time)



# **Museum Salaries according to Size of Annual Operating Budgets**

**\$0 -  
\$15,000**

Most museums with an annual operating budget in this category do not provide a full-time salaried position on their staff. The reasons are quite obvious. We made no attempt to evaluate the services contributed to many of the museums reporting in this category. Instead, we listed only those institutions reporting a full-time position above \$3,000.

\$0 -  
\$15,000

Salaries Based on Museum Annual  
Operating Budget  
(All Regions)

Table 8

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	26	\$3,100	\$5,000	\$6,911	\$7,900	\$17,600
Deputy Director <sup>2</sup>						
Business Officer						
Curator						
Assistant Curator						
Conservator						
Preparator						
Admin. Secretary	5	\$4,700	\$4,900	\$6,120	\$6,500	\$ 8,500

<sup>1</sup> Includes position of director or highest paid executive (full-time)  
<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

## **\$15,001 - \$30,000**

When many museums begin operation, they come within the annual operating budget level of \$30,000 or less. This and the preceding category are important to list because most of the new museums being started (an estimated five every seven days between 1965-70) are in this category. Persons concerned with the development of a new museum should therefore know the salary ranges of other museums of similar size.



\$15,001-  
\$30,000

Salaries Based on Museum Annual  
Operating Budget  
(All Regions)

Table 9

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	63	\$3,500	\$7,500	\$8,557	\$10,500	\$14,700
Deputy Director <sup>2</sup>	11	\$3,000	\$5,100	\$6,008	\$ 7,200	\$10,000
Business Officer						
Curator	4	\$4,700	\$7,600	\$7,375	\$ 7,800	\$ 9,400
Assistant Curator						
Conservator						
Preparator						
Admin. Secretary	14	\$3,100	\$3,700	\$ 4,564	\$ 5,100	\$ 7,200

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

**\$30,001 -  
\$50,000**

The number of full-time positions increases measurably for museums in this category. Also, the level of salary increases substantially over the levels offered by museums under the \$30,000 operating budget. The increase in salary levels can largely be explained by the ability of the museum to provide more funds for salary and also the need to attract and maintain competent staff which are constantly being sought by museums with larger budgets. Operating a museum with a budget close to \$50,000 requires professional skills comparable to the operation of a museum with a larger budget.

\$30,001-  
\$50,000

Salaries Based on Museum Annual  
Operating Budget  
(All Regions)

Table 10

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	52	\$5,200	\$8,900	\$11,586	\$14,000	\$22,000
Deputy Director <sup>2</sup>	15	\$4,200	\$5,400	\$ 7,460	\$ 8,000	\$14,000
Business Officer						
Curator	13	\$3,300	\$6,600	\$ 7,992	\$ 9,300	\$13,500
Assistant Curator	7	\$4,200	\$4,400	\$ 6,557	\$ 7,500	\$ 9,500
Conservator						
Preparator						
Admin. Secretary	27	\$3,000	\$4,000	\$ 5,063	\$ 6,000	\$ 9,000

<sup>1</sup> Includes position of director or highest paid executive (full-time)  
<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

**\$50,001 -  
\$100,000**

Note that museums in this category of budget size reported full-time salaries in each of the eight positions listed. Museums of this size provide some full-time attention to conservation of objects within the collection and preparation of displays and exhibits.

\$50,001-  
\$100,000

Salaries Based on Museum Annual  
Operating Budget  
(All Regions)

Table 11

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	73	\$8,000	\$10,500	\$12,428	\$14,000	\$22,200
Deputy Director <sup>2</sup>	27	\$4,600	\$ 7,200	\$ 8,532	\$ 8,800	\$17,000
Business Officer	8	\$4,200	\$ 5,800	\$ 7,387	\$ 9,000	\$10,000
Curator	36	\$4,000	\$ 7,200	\$ 9,239	\$11,800	\$15,100
Assistant Curator	15	\$4,800	\$ 6,300	\$ 7,392	\$ 8,300	\$11,900
Conservator	7	\$6,000	\$ 6,800	\$ 8,943	\$10,200	\$14,000
Preparator	2	\$5,500		\$ 6,000		\$ 6,500
Admin. Secretary	49	\$3,400	\$ 5,000	\$ 5,612	\$ 6,200	\$ 9,000

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes Assistant Director or second highest paid executive (full-time)

## **\$100,001 - \$250,000**

Professional staff employed in museums of this size are required to achieve and maintain a professional competence suited for their own museum's operations and suitable in many cases for the operation of larger museums. For this reason, professional staff in museums of this size are constantly being lured to work for larger museums. Personnel are striving to increase the scope of their museum's operations and of necessity, the size of its annual operating budget, with the net result that the museum will move into a higher budgetary category. Therefore, the salaries must be competitive with museums in the next higher category.

\$100,001-  
\$250,000

Salaries Based on Museum Annual  
Operating Budget  
(All Regions)

Table 12

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	76	\$7,200	\$12,900	\$15,376	\$18,000	\$25,800
Deputy Director <sup>2</sup>	34	\$4,800	\$ 7,500	\$ 9,573	\$11,000	\$16,500
Business Officer	25	\$4,800	\$ 6,000	\$ 7,624	\$ 7,800	\$14,000
Curator	52	\$5,000	\$ 8,000	\$10,586	\$12,700	\$21,500
Assistant Curator	28	\$4,400	\$ 5,600	\$ 7,175	\$ 7,800	\$13,000
Conservator	5	\$9,000	\$ 9,200	\$ 9,580	\$ 9,500	\$10,800
Preparator	15	\$4,000	\$ 6,000	\$ 6,714	\$ 7,500	\$ 8,900
Admin. Secretary	61	\$4,200	\$ 5,300	\$ 6,070	\$ 6,700	\$ 9,000

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

## **\$250,001 - \$500,000**

Museums of this size and above provide in almost every case a full range of museum programs: curatorial, conservation, preparation, formal education, etc. The median salary for the director increased \$4,200 from the median level of museums in the next lowest category. Again, museums of this size are constantly subject to having their staffs raided (or certainly tempted) by offers from larger museums.



\$250,001 -  
\$500,000

Salaries Based on Museum Annual  
Operating Budget  
(All Regions)

Table 13

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	39	\$9,300	\$16,400	\$19,519	\$23,600	\$32,000
Deputy Director <sup>2</sup>	27	\$9,000	\$10,600	\$13,516	\$15,600	\$25,000
Business Officer	27	\$5,200	\$ 7,500	\$10,280	\$12,000	\$21,000
Curator	34	\$5,200	\$ 8,500	\$10,585	\$13,000	\$17,900
Assistant Curator	23	\$5,100	\$ 6,500	\$ 7,990	\$ 9,000	\$12,700
Conservator	4	\$7,500	\$ 9,600	\$10,275	\$12,000	\$12,000
Preparator	8	\$3,600	\$ 5,000	\$ 7,037	\$ 8,400	\$10,000
Admin. Secretary	35	\$3,600	\$ 5,200	\$ 6,297	\$ 7,300	\$ 8,800

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

## **\$500,001 - \$1,000,000**

Museums in this category and in the category of more than \$1,000,000 annual operating budgets are considered major museums. They have the financial resources, either public or private, to maintain a major collection, exhibit and in most cases interpret it to the public, provide formal education programs, and conduct research on the collection, publish results of this research, and in general, experience all of the demands made upon the museums in the United States. In most cases, a director of a museum of this size is expected to maintain a leadership role in his community. This role is maintained by many directors of smaller museums, but the expectation is not of the same intensity, or indeed demand, as it is in the case of a director of a large museum.

# **\$500,001- \$1,000,000**

## **Salaries Based on Museum Annual Operating Budget (All Regions)**

Table 14

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	27	\$6,800	\$15,900	\$20,555	\$28,500	\$30,000
Deputy Director <sup>2</sup>	18	\$6,700	\$11,400	\$14,220	\$16,000	\$25,200
Business Officer	20	\$7,500	\$ 9,000	\$12,090	\$14,000	\$19,000
Curator	24	\$8,100	\$ 9,000	\$11,844	\$12,800	\$24,900
Assistant Curator	18	\$5,600	\$ 7,400	\$ 9,160	\$ 9,200	\$19,000
Conservator	6	\$5,600	\$ 6,900	\$10,150	\$12,300	\$15,100
Preparator	5	\$6,000	\$ 6,100	\$ 6,700	\$ 6,800	\$ 8,200
Admin. Secretary	22	\$5,000	\$ 6,000	\$ 6,876	\$ 7,400	\$14,000

<sup>1</sup>Includes position of director or highest paid executive (full-time)

<sup>2</sup>Includes assistant director or second highest paid executive (full-time)

## Over \$1,000,000

An encouraging number of museums reported annual operating budgets over \$1,000,000. A number of these responses cited budgets of more than \$2,000,000, but we did not feel we could list these separately and still protect the identity of particular institutions. Museums of budgets in this category set the pace for the entire profession in regard to salary levels. If salaries paid by these institutions are not competitive with universities and other similar institutions, the museum profession can not be expected to attract, train and maintain staffs competent to preserve, interpret and display the cultural heritage of our country.

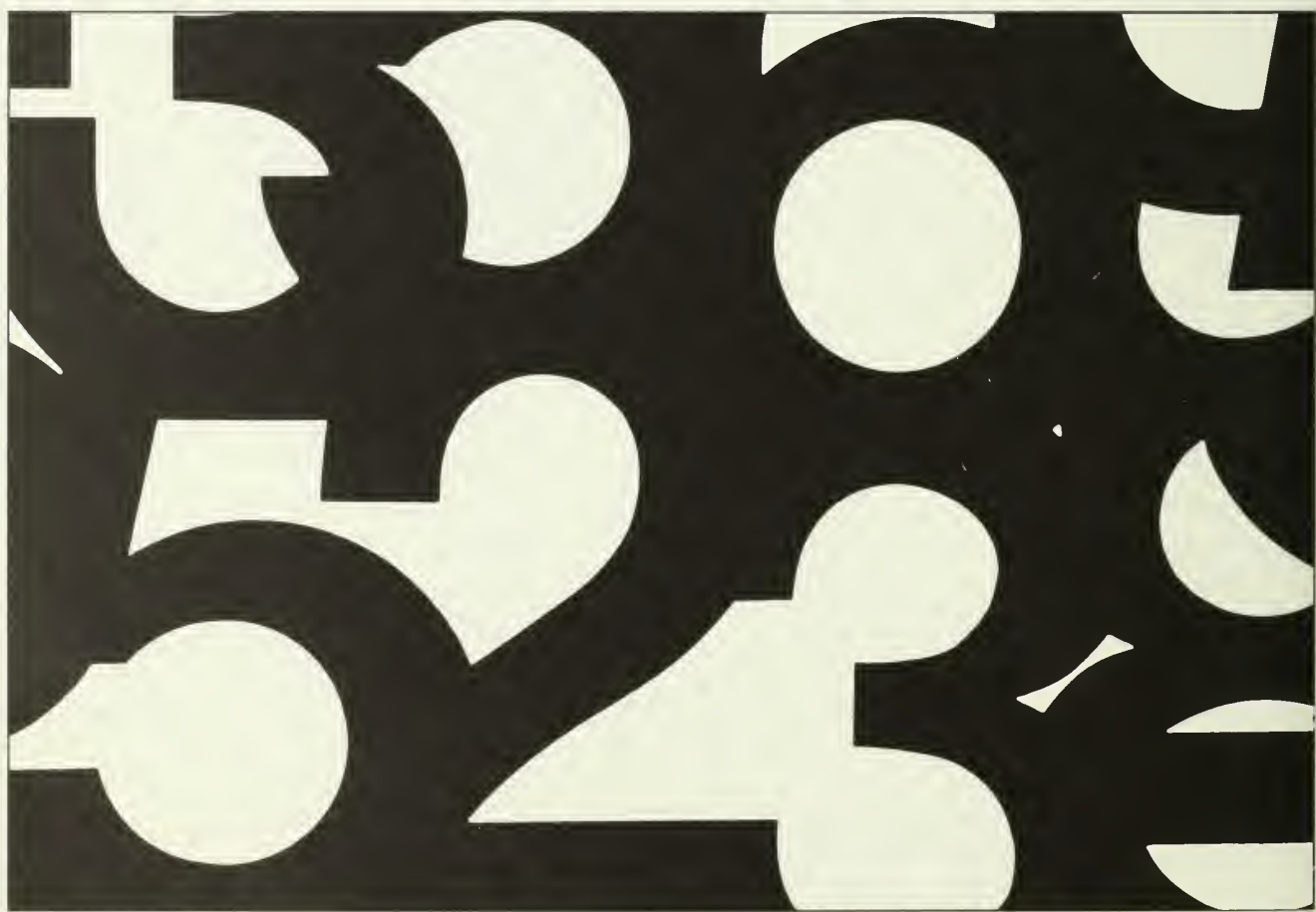
Over  
\$1,000,000

Salaries Based on Museum Annual  
Operating Budget  
(All Regions)

Table 15

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	24	\$18,500	\$23,900	\$29,642	\$33,000	\$45,000
Deputy Director <sup>2</sup>	18	\$ 7,500	\$13,000	\$19,722	\$23,000	\$33,700
Business Officer	16	\$ 7,600	\$13,600	\$17,275	\$20,000	\$25,000
Curator	24	\$ 8,500	\$13,400	\$15,938	\$17,500	\$25,000
Assistant Curator	19	\$ 7,200	\$ 9,200	\$12,068	\$13,700	\$15,500
Conservator	13	\$ 9,700	\$10,700	\$14,777	\$18,100	\$23,200
Preparator	5	\$ 4,500	\$ 6,000	\$ 6,960	\$ 8,400	\$ 8,400
Admin. Secretary	19	\$ 5,000	\$ 7,200	\$ 8,900	\$ 9,000	\$18,900

<sup>1</sup> Includes position of director or highest paid executive (full-time)  
<sup>2</sup> Includes assistant director or second highest paid executive (full-time)



**Museum Salaries  
according  
to  
Geographic  
Location  
  
(AAM Region)**

# Museum Salaries according to Geographic Location

The geographic location of a museum is important in terms of salaries. The cost of living increased in various sections of the country, particularly in the Northeast, Midwest and West. Salary levels correspond accordingly. However, the reader should be aware that competition for qualified staff comes from all sections of the country; therefore, staff salary levels in regions with lower costs of living should not lag far behind other regions with higher costs if qualified museum staff is to be retained. The following six charts list museum salaries according to geographic location by AAM Region. The American Association of Museums has six regional conferences which include all 50 states. The states of each region are listed accordingly. For obvious reasons of protecting specific museum identities, salaries are not broken down into state-by-state results.

# New England Regional Conference

States Included:  
Connecticut  
Maine  
Massachusetts  
New Hampshire  
Rhode Island  
Vermont



# New England Regional Conference

Museum Salaries (includes all budgeted levels)

Table 16

Title	Response	Actual Low Salary	75% Earned Above this Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	32	\$ 5,200	\$11,000	\$13,950	\$17,500	\$33,000
Deputy Director <sup>2</sup>	12	\$ 5,200	\$ 7,500	\$11,800	\$13,500	\$22,500
Business Officer	10	\$ 6,800	\$ 7,200	\$10,360	\$13,000	\$18,900
Curator	20	\$ 5,800	\$ 7,300	\$ 9,790	\$11,200	\$16,900
Assistant Curator	13	\$ 5,200	\$ 6,500	\$ 7,761	\$ 9,000	\$11,000
Conservator	2	\$16,000		\$19,600		\$23,200
Preparator	4	\$ 5,500	\$ 6,500	\$ 6,700	\$ 6,800	\$ 8,000
Admin. Secretary	24	\$ 3,600	\$ 5,300	\$ 6,345	\$ 7,600	\$ 9,500

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

# Northeast Regional Conference

## States Included:

Delaware  
District of Columbia  
Maryland  
New Jersey  
New York  
Pennsylvania

Northeast  
Regional  
Conference

Museum Salaries (includes all budgeted levels)

Table 17

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	78	\$3,500	\$10,000	\$18,212	\$22,700	\$45,000
Deputy Director <sup>2</sup>	36	\$5,400	\$11,000	\$15,264	\$19,400	\$27,000
Business Officer	26	\$7,400	\$ 9,500	\$14,177	\$18,900	\$25,000
Curator	44	\$5,400	\$ 8,400	\$11,811	\$15,000	\$25,000
Assistant Curator	30	\$4,200	\$ 6,500	\$ 9,317	\$12,700	\$15,600
Conservator	10	\$5,600	\$ 9,700	\$13,090	\$13,000	\$23,200
Preparator	10	\$6,000	\$ 6,400	\$ 7,290	\$ 8,200	\$10,000
Admin. Secretary	51	\$4,000	\$ 5,600	\$ 6,808	\$ 7,500	\$14,000

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

# Midwest Regional Conference

## States Included:

Illinois

Indiana

Iowa

Michigan

Minnesota

Missouri

Ohio

Wisconsin

# Midwest Regional Conference

Museum Salaries (includes all budgeted levels)

Table 18

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	89	\$3,100	\$9,400	\$13,933	\$18,000	\$40,000
Deputy Director <sup>2</sup>	35	\$4,600	\$7,200	\$10,528	\$13,100	\$21,400
Business Officer	14	\$4,800	\$7,300	\$10,907	\$13,000	\$19,300
Curator		\$4,000	\$7,200	\$10,362	\$13,000	\$16,000
Assistant Curator	24	\$3,100	\$8,600	\$ 8,171	\$ 9,500	\$13,700
Conservator	9	\$7,500	\$9,600	\$11,344	\$12,500	\$18,100
Preparator	10	\$4,000	\$6,500	\$ 7,080	\$ 8,000	\$ 8,900
Admin. Secretary	59	\$3,100	\$4,700	\$ 5,820	\$ 6,500	\$18,900

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

# Mountain - Plains Regional Conference

## States Included:

Colorado

Kansas

Montana

Nebraska

North Dakota

Oklahoma

South Dakota

Texas

Wyoming

# Mountain - Plains Regional Conference

Museum Salaries (includes all budgeted levels)

Table 19

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	54	\$3,500	\$9,500	\$13,480	\$17,100	\$30,900
Deputy Director <sup>2</sup>	22	\$3,400	\$7,100	\$ 9,186	\$10,000	\$16,500
Business Officer	13	\$4,800	\$7,500	\$ 9,669	\$12,200	\$16,000
Curator	29	\$3,500	\$8,100	\$10,346	\$12,900	\$21,500
Assistant Curator	17	\$4,800	\$6,500	\$ 7,852	\$ 8,800	\$12,000
Conservator	6	\$6,800	\$6,900	\$ 8,416	\$ 9,500	\$10,100
Preparator	4	\$3,600	\$5,500	\$ 5,400	\$ 6,000	\$ 6,500
Admin. Secretary	32	\$3,600	\$4,800	\$ 5,784	\$ 6,700	\$ 9,000

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)

# Western Regional Conference

## States Included:

Alaska  
Arizona  
California  
Hawaii  
Idaho  
Nevada  
Oregon  
Utah  
Washington



Western  
Regional  
Conference

Museum Salaries (includes all budgeted levels)

Table 20

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	58	\$5,200	\$10,500	\$13,821	\$16,100	\$31,000
Deputy Director <sup>2</sup>	21	\$4,800	\$ 7,900	\$10,761	\$12,500	\$22,400
Business Officer	16	\$5,900	\$ 7,500	\$ 9,606	\$13,300	\$14,800
Curator	37	\$6,000	\$ 9,300	\$11,246	\$13,200	\$16,900
Assistant Curator	17	\$4,400	\$ 6,100	\$ 7,788	\$ 8,000	\$13,000
Conservator	4	\$9,000	\$ 9,600	\$10,050	\$ 9,700	\$11,900
Preparator	6	\$6,000	\$ 6,500	\$ 7,066	\$ 7,500	\$ 8,400
Admin. Secretary	29	\$4,200	\$ 5,800	\$ 6,683	\$ 8,000	\$10,800

<sup>1</sup>Includes position of director or highest paid executive (full-time)

<sup>2</sup>Includes position of assistant director or second highest paid executive (full-time)

## **Southeast Regional Conference**

### **States Included:**

Alabama

Arkansas

Florida

Georgia

Kentucky

Louisiana

Mississippi

North Carolina

South Carolina

Tennessee

Virginia

West Virginia

Southeast  
Regional  
Conference

Museum Salaries (includes all budgeted levels)

Table 21

Title	Response	Actual Low Salary	75% Earned Above This Level	Median	25% Earned Above This Level	Actual High Salary
Director <sup>1</sup>	67	\$4,200	\$9,400	\$13,037	\$15,200	\$35,000
Deputy Director <sup>2</sup>	27	\$5,000	\$6,700	\$ 9,300	\$13,000	\$15,600
Business Officer	19	\$3,900	\$5,800	\$ 8,480	\$11,000	\$18,000
Curator	35	\$3,300	\$7,300	\$ 9,520	\$11,000	\$24,900
Assistant Curator	17	\$4,400	\$6,300	\$ 8,194	\$ 8,500	\$19,000
Conservator	5	\$6,000	\$8,000	\$10,100	\$12,000	\$15,100
Preparator	4	\$4,000	\$4,500	\$ 5,320	\$ 5,000	\$ 7,800
Admin. Secretary	45	\$3,000	\$4,700	\$ 5,480	\$ 6,200	\$ 9,000

<sup>1</sup> Includes position of director or highest paid executive (full-time)

<sup>2</sup> Includes assistant director or second highest paid executive (full-time)



# Results of the 1971 Financial Survey

The financial section of the *1971 AAM Financial and Salary Survey* includes information on annual operating budgets, categorized by field of museum interest and geographic location. It also includes such data as number of full-time employees per museum, discipline and size, the attendance of museums according to discipline and size, and employee benefits.

This information should be extremely valuable to museum administrators, boards of trustees, government officials, as well as to private foundations and potential sources of support for museum operations. These financial data contain the results from the questionnaire mailed by the AAM in March, 1971, to the museums listed in the *1971 Official Museum Directory*. These tabulations provide totals and percentage comparisons in an effort to bring this important information to the public as quickly and accurately as possible.

The American Association of Museums is grateful to the National Endowment for the Humanities and the Cafritz Foundation for providing the support which made possible the *1971 AAM Financial and Salary Survey*.

# Budget Size of Museums

Table No. 22 indicates the size of budgets for responding museums according to geographic locations. This indicates where museums within a certain category of budget size must compete with other museums of similar size for staff. The greater the competition, the higher the average salary level in any given region.

# Budget Size of Museums

By Regional Location

Table 22

Annual Budget Size	\$0 to \$50,000	\$50,001 to \$100,000	\$100,000 to \$500,000	\$500,001 to \$1,000,000	Over \$1,000,000	Total Number of Respondents
<b>AAM REGIONS</b>						
New England	60 69.8%	14 16.3%	8 9.3%	1 1.2%	3 3.4%	86 100.0%
Northeast	73 56.6%	12 9.3%	20 15.5%	13 10.1%	11 8.5%	129 100.0%
Midwest	112 69.1%	16 9.9%	25 15.4%	4 2.5%	5 3.1%	162 100.0%
Mountain Plains	97 75.2%	10 7.8%	17 13.2%	5 3.8%	-	129 100.0%
Western	47 52.8%	17 19.1%	21 23.6%	1 1.1%	3 3.4%	89 100.0%
Southeast	46 47.9%	18 18.8%	25 26.0%	3 3.1%	4 4.2%	96 100.0%
Total	435 63.0%	87 12.6%	116 16.8%	27 3.9%	26 3.7%	691 100.0%

## Budget Size of Museums

Table No. 23 lists the budgets of responding museums according to museum discipline (art, history, science, etc.). Most museums with large budgets (annual operating budget over \$500,000) are in the fields of art and science, the greatest number of small museums are in the field of history.



# Budget Size of Museums

By Discipline (Art, History, Science, etc.)

Table 23

Annual Budget Size	\$0 to \$50,000	\$50,001 to \$100,000	\$100,001 to \$500,000	\$500,001 to \$1,000,000	Over \$1,000,000	Total Number of Respondents
Discipline:						
Art	53 43.1%	22 17.9%	31 25.2%	9 7.3%	8 6.5%	123 100.0%
History	299 83.3%	23 6.4%	30 8.4%	4 1.1%	3 .8%	359 100.0%
Science	34 34.3%	14 14.1%	34 34.3%	11 11.1%	6 6.2%	99 100.0%
Art/History	11 52.4%	7 33.3%	2 9.5%	1 4.8%	-	21 100.0%
Art/Science	5 41.7%	4 33.3%	1 8.3%	-	2 16.7%	12 100.0%
History/Science	14 36.8%	6 15.8%	13 34.2%	2 5.3%	3 7.9%	38 100.0%
Art/History/ Science	17 51.5%	10 30.3%	4 12.1%	-	2 6.1%	33 100.0%
Other	2 33.3%	1 16.7%	1 16.7%	-	2 33.3%	6 100.0%
Total	435 63.0%	87 12.6%	116 16.8%	27 3.9%	26 3.7%	691 100.0%

## Sources of Museum Funding

The AAM receives numerous requests as to the sources of museum funding. Responses to this subject in the 1971 *AAM FINANCIAL AND SALARY SURVEY* are set forth in Table No. 24. The information available from previous surveys is now confirmed by responses on a national basis: more than one-half (54.4%) of museums reported governmental support. Governmental support comes from city, county, state or federal governmental units, and is made possible from tax revenues.

# Sources of Museum Funding

Total sources of funding

Table 24

Source of Museum Funding	Responses
Government	376 54.4%
Foundation	159 23.0%
Private Gift	343 49.6%
Membership	383 55.4%
Admissions	212 30.7%
Sales Ship	257 37.2%
Endowment	128 18.5%
Total Respondents	691

(The number of responses indicates more than the total number of responses (691) because a number of museums listed more than one source of income).

# Sources of Museum Funding

Table No. 25 lists the sources of museum funding according to the discipline of museum operation (art, history, science, etc.) While 68.7% of the science museums reported government as a source of income, only 49.6% and 48.5% was reported by art and history museums respectively. On the other hand, 62.6% of art museums listed membership income as a funding source as opposed to 33.3% of science museums.

# Sources of Museum Funding

By Discipline (Art, History, Science, etc.)

Table 25

Museum Discipline Source of Funding	Art	History	Science	Art History	Art Science	History Science	Art History Science	Other	Total
Government	61 49.6%	174 48.5%	68 68.7%	10 47.6%	6 50.0%	30 78.9%	22 66.7%	5 83.3%	376 54.4%
Foundation	49 39.8%	54 15.0%	29 29.3%	5 23.5%	5 41.7%	11 28.9%	5 15.2%	1 16.7%	159 23.0%
Private Gift	71 57.7%	176 49.0%	41 41.4%	10 47.6%	8 66.7%	18 47.4%	17 51.5%	2 33.3%	343 49.6%
Membership	77 62.6%	212 59.1%	33 33.3%	17 81.0%	7 53.3%	11 28.9%	23 69.7%	3 50.0%	383 55.4%
Admissions	23 18.7%	124 34.5%	35 35.4%	6 28.6%	5 41.7%	10 26.3%	5 15.2%	4 66.7%	212 30.7%
Sales Shop	46 37.4%	127 35.4%	36 36.4%	10 47.6%	5 41.7%	15 39.5%	14 42.4%	4 66.7%	257 37.2%
Endowment	37 30.1%	57 15.9%	14 14.1%	3 14.3%	4 33.3%	8 21.1%	3 9.1%	2 33.3%	128 18.5%
Total Respondents	123	359	99	21	12	38	33	6	691

# Financial Surplus or Deficit

In recent years, the subject of museum finances has become of major interest to every museum in the United States. We show in Table No. 26 museum surplus and deficit responses according to the size of museum budgets. These figures are those expressly reported in the questionnaires. For this reason we do not list percentages of specific answers measured against the total number of responses to the questionnaire.

# Financial Surplus or Deficit

By Museum Budget Size

Table 26

Annual Budget Size	\$0 to \$50,000	\$50,001 to \$100,000	\$100,001 to \$500,000	\$500,001 to \$1,000,000	Over \$1,000,000	Total
<b>SURPLUS</b>	111	19	32	7	7	176
With Admission Fee	41	9	16	3	5	74
No Admission Fee	70	10	16	4	2	102
 <b>DEFICIT</b>	 73	 23	 31	 12	 9	 148
With Admission Fee	30	9	19	7	5	68
No Admission Fee	43	15	13	5	4	80

## Financial Surplus or Deficit

Table No. 27 indicated the surplus or deficit responses of museums according to professional discipline (art, history, science, etc.). This information, considered together with that shown in Table No. 26 provides information about the surplus and deficit results as to both size of budget and type of museum.



# Financial Surplus or Deficit

By Museum Discipline (Art, History,  
Science, etc.)

Table 27

Museum Discipline	Art	History	Science	Art History	Art Science	History Science	Art History Science	Other	Total
<b>SURPLUS</b>	32	108	16	6	2	7	5		176
With Admission Fee	8	47	8	3	2	4	2		74
No Admission Fee	24	61	8	3		3	3		102
<b>DEFICIT</b>	32	63	23	8	2	8	11	1	148
With Admission Fee	6	38	12	4	2	2	3	1	68
No Admission Fee	26	25	11	4		6	8		80

## Museum Membership In AAM

The American Association of Museums was founded in 1906 to represent museums and the museum profession on a national level. Questions occasionally asked are: how many museums are actually members of the Association (1,172 as of June 30, 1971), what discipline has the greatest representation and what budgetary categories do these museums represent? We asked this question in the *1971 AAM FINANCIAL AND SALARY SURVEY*, and the results are printed in Table No. 28. As suspected, the greater percentage of museums in every budgetary category over \$50,000 holds membership in the AAM.

# Museum Membership In AAM

By Museum Budget Size

Table 28

Annual Budget Size	\$0 to \$50,000	\$50,001 to \$100,000	\$100,001 to \$500,000	\$500,001 \$1,000,000	Over \$1,000,000	Total
AAM Member	177 40.7%	63 72.4%	83 71.6%	17 63.0%	20 76.9%	360 52.1%
Non-AAM Members	258 59.3%	24 27.6%	33 28.4%	10 37.0%	6 23.1%	331 47.9%
Total Respondents	435 100.0%	87 100.0%	116 100.0%	27 100.0%	26 100.0%	691 100.0%

## Museum Membership In AAM

Table No. 29 indicates the percentage of museum memberships in the AAM according to museum discipline. The information in this table, together with that contained in Table No. 28, provides an accurate indication of the broad spectrum of museum representation within the AAM. It also indicates the scope of membership services the Association strives to attain.

# Museum Membership In AAM

By Discipline (Art, History, Science, etc.)

Table 29

Museum Discipline	Art	History	Science	Art History	Art Science	History Science	Art History Science	Other	Total
AAM Member	94 76.4%	133 37.0%	53 53.5%	13 61.9%	10 83.3%	28 73.7%	25 75.8%	4 66.7%	360 52.1%
Total Response	123 100.0%	359 100.0%	99 100.0%	21 100.0%	12 100.0%	38 100.0%	33 100.0%	6 100.0%	691 100.0%

## Museum Attendance

Museum attendance is an important indication of the use of a museum by the public it serves. This helps measure the participation, sense of involvement and general attitude of community support for the museum in question. Table No. 30 indicates attendance in responding museums according to the size of annual operating budgets. Obviously, most museums in a larger budgetary category would be expected to have a greater attendance than a museum in a smaller category.

# Museum Attendance

By Museum Budget Size

Table 30

Annual Budget Size	\$0 to \$50,000	\$50,001 to \$100,000	\$100,001 to \$500,000	\$500,001 to \$1,000,000	Over \$1,000,000	Total
Museum Attendance						
Under 10,000	229 52.6%	7 8.0%	7 6.0%	1 3.7%		244 35.3%
10,001–25,000	85 19.5%	17 19.5%	5 4.3%	1 3.7%		108 15.6%
25,001–50,000	41 9.4%	15 17.3%	15 12.9%	2 7.4%	2 7.7%	75 10.9%
50,001–100,000	20 4.6%	29 33.4%	25 21.6%	2 7.4%	1 3.9%	77 11.1%
100,001–250,000	9 2.1%	9 10.4%	37 31.9%	7 25.9%	2 7.7%	64 9.3%
250,001–500,000	2 .5%	4 4.6%	17 14.7%	5 18.6%	5 19.2%	33 4.8%
500,001–750,000			3 2.6%	3 11.1%	2 7.7%	8 1.2%
750,001–1,000,000		1 1.1%			4 15.4%	5 .7%
Over 1,000,000	49 11.3%	5 5.7%	5 4.3%	5 18.5%	7 26.9%	71 10.2%
No answers provided			2 1.7%	1 3.7%	3 11.5%	6 .9%
Total Respondents	435 100.0%	87 100.0%	116 100.0%	27 100.0%	26 100.0%	691 100.0%

## Ages of Visitors

Who comprises a museum's attendance? How old is the typical visitor? These questions are asked time and again by museum personnel, persons responsible for the organizations funding museums, by educators and by various governmental representatives. Table No. 31 lists the responses indicated in the *1971 AAM Financial and Salary Survey*. This Table lists the school and age group categories of museum attendance according to museum discipline. The latest population results of the Bureau of the Census for a particular community or geographic region should also be considered when determining specific age level(s) to be reached by museum programs.



# Ages of Visitors

By Museum Discipline

Table 31

Museum Discipline					
ART	Elementary (Grades 1-8)	.13%	ART/SCIENCE	Elementary (Grades 1-8)	.26%
	Secondary (Grades 9-12)	.20		Secondary (Grades 9-12)	.18
	College	.23		College	.05
	Adult (24-45 Years)	.26		Adult (24-45 Years)	.27
	Adult (Over 45 Years)	.18		Adult (Over 45 Years)	.25
HISTORY	Elementary (Grades 1-8)	.22%	HISTORY/SCIENCE	Elementary (Grades 1-8)	.37%
	Secondary (Grades 9-12)	.15		Secondary (Grades 9-12)	.15
	College	.14		College	.10
	Adult (24-45 Years)	.28		Adult (24-45 Years)	.22
	Adult (Over 45 Years)	.21		Adult (Over 45 Years)	.16
SCIENCE	Elementary (Grades 1-8)	.27%	ART/HISTORY/ SCIENCE	Elementary (Grades 1-8)	.25%
	Secondary (Grades 9-12)	.22		Secondary (Grades 9-12)	.15
	College	.14		College	.14
	Adult (24-45 Years)	.20		Adult (24-45 Years)	.21
	Adult (Over 45 Years)	.17		Adult (Over 45 Years)	.24
ART/HISTORY	Elementary (Grades 1-8)	.16%	TOTAL	Elementary (Grades 1-8)	.24%
	Secondary (Grades 9-12)	.10		Secondary (Grades 9-12)	.20
	College	.08		College	.15
	Adult (24-45 Years)	.18		Adult (24-45 Years)	.22
	Adult (Over 45 Years)	.48		Adult (Over 45 Years)	.18

# Number of Full-Time Employees

Table No. 32 lists the number of full-time museum employees according to geographic location of respondent museums. The information in this table, together with that in Table No. 33 provides a cross-reference of discipline and geography for indication of the average number of employees per museum.

# Number of Full-Time Employees

By Regional Location of Museum

Table 32

AAM REGIONS	New England	Northeast	Southeast	Midwest	Mt. Plains	Western	Total
Number of Full-time Employees:							
None or all voluntary	40 46.5%	42 32.6%	17 17.7%	57 35.2%	57 44.2%	24 27.0%	237 34.3%
1	9 10.5%	14 10.9%	8 8.3%	24 14.8%	17 13.2%	13 14.7%	85 12.3%
2	5 5.8%	9 7.0%	8 8.3%	14 8.7%	15 11.6%	12 13.5%	63 9.1%
3	7 8.1%	8 6.2%	8 8.3%	13 8.0%	5 3.9%	3 3.4%	44 6.4%
4	4 4.7%	5 3.8%	6 6.3%	8 4.9%	3 2.3%	2 2.2%	28 4.1%
5	3 3.5%	4 3.1%	4 4.2%	7 4.3%	4 3.1%	5 5.6%	27 3.9%
6-10	7 8.1%	12 9.3%	19 19.8%	13 8.0%	11 8.5%	12 13.5%	74 10.7%
11-25	8 9.3%	8 6.2%	15 15.7%	16 9.9%	8 6.2%	10 11.2%	65 9.4%
26-50	2 2.3%	12 9.3%	9 9.4%	5 3.1%	7 5.4%	4 4.5%	39 5.6%
51-100	1 1.2%	11 8.5%	2 2.0%	4 2.5%	2 1.6%	2 2.2%	22 3.2%
Over 100		4 3.1%		1 .6%		2 2.2%	7 1.0%
Total Respondents	86 100.0%	129 100.0%	96 100.0%	162 100.0%	129 100.0%	89 100.0%	691 100.0%

# Number of Full-Time Employees

Table No. 33 lists the number of full-time museum employees according to the discipline (art, history, science, etc.) of respondent museums. Numbers will vary depending on the scope of research, curatorial effort, educational programs, etc., provided by particular museums.

# Number of Full-Time Employees

By Museum Discipline (Art, History,  
Science, etc.)

Table 33

MUSEUM DISCIPLINE	Art	History	Science	Art History	Art Science	History Science	Art History Science	Other	Total
Number of Full-time Employees:									
None/All Voluntary	17 13.8%	188 52.4%	15 15.2%	4 19.0%		5 13.2%	8 24.2%		237 34.3%
1	14 11.4%	55 15.3%	5 5.1%	2 9.5%	3 25.0%	2 5.3%	3 9.3%	1 16.7%	85 12.3%
2	14 11.4%	29 8.2%	7 7.1%	3 14.3%	3 25.0%	2 5.3%	4 12.1%	1 16.6%	63 9.2%
3	7 5.7%	21 5.8%	10 10.1%	2 9.5%		3 7.8%	1 3.1%		44 6.4%
4	6 4.8%	10 2.8%	1 1.0%	4 19.0%		4 10.5%	2 6.1%	1 16.7%	28 4.1%
5	9 7.3%	8 2.2%	3 3.0%	2 9.5%		2 5.3%	3 9.1%		27 3.9%
6-10	22 17.9%	22 6.2%	13 13.1%	1 4.8%	2 16.7%	5 13.2%	8 24.2%	1 16.7%	74 10.7%
11-25	12 9.8%	16 4.5%	20 20.2%	1 4.8%	4 33.3%	8 21.0%	3 9.1%	1 16.6%	65 9.4%
26-50	15 12.2%	6 1.7%	11 11.1%	1 4.8%		6 15.8%			39 5.6%
51-100	6 4.9%	2 .6%	10 10.1%	1 4.8%		1 2.6%	1 3.0%		21 3.1%
Over 100	1 .8%	2 .3%	4 4.0%					1 16.7%	7 1.0%
Total Respondents	123 100.0%	359 100.0%	99 100.0%	21 100.0%	12 100.0%	38 100.0%	33 100.0%	6 100.0%	691 100.0%

## Share of Salaries

How much of a museum's budget should be allocated to salaries? This question is asked many times. Most museums provide a different program of service to its particular community and audience according to its activities of education, exhibition display, interpretation, research, etc. Many times the programs are unique, and expectedly the structure differs from that of museums of comparable size and discipline. We list in Table No. 34 the percent of salary in ten categories (0 – 10%, 11 – 20%, etc.) according to museum budgets. In many cases, this information will be of general benefit in approaching composition of future museum budgets.

# Share of Salaries

By Museum Budget Size

Table 34

Annual Budget Size	\$0 to \$50,000	\$50,001 to \$100,000	\$100,001 to \$500,000	\$500,001 to \$1,000,000	Over \$1,000,000	Total
Percent of Salary to Annual Budget:						
0-10%	17 3.9%	1 1.2%	1 .9%			19 2.8%
11-20%	11 2.5%		1 .9%			12 1.7%
21-30%	20 4.6%	5 5.7%	4 3.4%	1 3.7%	1 3.9%	31 4.5%
31-40%	16 3.7%	10 11.5%	10 8.6%	1 3.7%	2 7.7%	39 5.6%
41-50%	53 12.2%	15 17.2%	16 13.8%	3 11.1%	2 7.7%	89 12.9%
51-60%	33	15	21	6	5	80
61-70%	33 7.6%	14 16.1%	18 15.5%	4 14.8%	3 11.5%	72 10.4%
71-80%	35 8.0%	12 13.8%	24 20.7%	8 19.7%	4 15.4%	83 12.0%
81-90%	19 4.4%	4 4.6%	6 5.2%		3 11.5%	32 4.6%
91-100%	192 44.1%	10 11.5%	13 11.2%	3 11.1%	5 19.2%	223 32.3%
No Answers Provided	6 1.4%	1 1.2%	2 1.7%	1 3.7%	1 3.9%	11 1.6%
Total Number of Respondents	435 100.0%	87 100.0%	116 100.0%	27 100.0%	26 100.0%	691 100.0%

# Employee Retirement Benefits

A growing number of museums are establishing formal retirement programs for employees. To help inform museums contemplating this move, as well as to reassure museums which have already inaugurated such a benefit program, we list in Table No. 35 museums which reported having formal retirement programs, according to size of annual operating budget.



# Employee Retirement Benefits

By Museum Budget Size

Table 35

Annual Budget Size	\$0 to \$50,000	\$50,001 to \$100,000	\$100,001 to \$500,000	\$500,001 to \$1,000,000	Over \$1,000,000	Total
Has Formal Retirement Program	81	50	83	25	19	258
Has Formal Retirement Program with Employee Contributions	61	40	75	23	17	216
Reported No Formal Retirement Program	191	30	27	2	3	253

## Employee Health and Life Benefits

As in the case of retirement benefits, many museums are inaugurating programs of employee health and life insurance. Table No. 36 reflects the number of museums which have established health and life programs for employees according to the size of annual operating budgets. As expected, a high percentage of museums in the larger budget categories have such programs, while a much lower percentage of museums in the smaller budgetary categories enjoy such benefits. However, most of the museums in the United States are in the smaller budgetary levels (approximately 63% are under the \$50,000 annual budgetary level; see Table No. 22). The museums in this 63% category employ fewer persons per museum than the larger museums.

# Employee Health and Life Benefits

By Museum Budget Size

Table 36

Annual Budget Size	\$0 to \$50,000	\$50,001 to \$100,000	\$100,001 to \$500,000	\$500,001 to \$1,000,000	Over \$1,000,000	Total
Health and Life Benefits						
Has Health Program	100 23.0%	60 69.0%	101 87.1%	24 88.9%	23 88.5%	308 44.6%
Employee Contribution	62 14.3%	38 43.7%	50 43.1%	14 51.9%	13 50.0%	177 25.6%
Museum Contribution	86 19.8%	53 60.9%	87 75.0%	20 74.1%	20 76.9%	266 38.5%
No Health Program	335 77.0%	27 31.0%	15 12.9%	3 11.1%	3 11.5%	383 55.4%
Has Life Program	88 20.2%	51 58.6%	80 69.0%	21 77.8%	22 84.6%	262 37.9%
Employee Contribution	52 12.0%	37 42.5%	38 32.8%	14 51.9%	11 42.3%	152 22.0%
Museum Contribution	74 17.0%	43 49.4%	68 58.6%	16 59.3%	16 61.5%	217 31.4%
No Life Program	347 79.8%	36 41.4%	36 31.0%	6 22.2%	4 15.4%	429 62.1%
Total Number of Respondents	435 100.0%	87 100.0%	116 100.0%	27 100.0%	26 100.0%	691 100.0%



Founded in 1906, the American Association of Museums is the non-profit organization which represents museums on a national level. Its purpose is to promote the goals of museums as cultural, educational, and scientific centers in the United States. Membership consists of interested individuals and institutions, including art, history, and science museums.

Because of the growing awareness that museums are a vital part of human life in America, the role of the Association today is more important than ever. Museums attract 600 million visits per year. Today, more than 7,000 museums exist in the United States. The phenomenal growth of museums during the 1960's and the unprecedented public interest in museums have created new opportunities for these institutions to serve the public. The American Association of Museums helps museums meet cultural and educational demands in America.

Programs of the Association include: Museum Accreditation, museum research, statistical studies, representation of museum needs on a national level, answers to inquiries from governmental agencies, private foundations, Congress, and corporations, coordination for museum activities, and group retirement benefits.

The AAM welcomes the membership of persons interested in helping museums on a national level.

For further information, write:  
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